

## Yellow Journalism

**Knowledge:**

Define yellow journalism.

**Application:** Clip a news story from the daily paper and turn it into a piece of yellow journalism.

**Application:** Collect information about another important journalist of this era and tell what contributions that person made to the changing face of journalism.

**Comprehension:** Explain the relationship to yellow journalism of each of the following:

Joseph Pulitzer  
William Randolph Hearst  
the Yellow Kid  
Richard Felton Outcault  
Richard Harding Davis  
the Spanish-American War  
the New York *World*  
the New York *Journal*  
"Hogan's Alley"  
George Luks  
Frederic Remington

**Analysis:** Identify several common propaganda techniques, including bandwagon, name calling, card stacking, and transfer. Using newspapers, magazines, or other format, provide an example of each. Tell how each might have been used by yellow journalists reporting on the Cuban rebellion.

**Evaluation:** Weigh what you see as the power of newspapers to influence events during the Spanish-American War against what you see as the power of today's media to influence world events. Make a case for or against the need for legislation requiring responsible, ethical journalism.

**Synthesis:** Design the front page of a newspaper in the style of yellow journalism.

**Evaluation:** Theodore Roosevelt referred to the Spanish-American War as "a splendid little war." Give reasons why many Americans in 1898 would have agreed with him.

